

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) : NEWTON  
Serial No. : 10/538,101  
Filed : June 8, 2005  
For : APPARATUS AND METHOD FOR  
PREVENTING SWITCHING FROM A  
CHANNEL DURING AN ADVERTISING  
DISPLAY  
  
Group Art Unit : 2427  
Examiner : LANGHNOJA, Kunal N.  
Confirmation : 1381

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO AUGUST 27, 2009 FINAL OFFICE ACTION –**  
**EXPEDITED PROCEDURE**

In response to the Final Office Action issued on August 27, 2009, please enter the amendments to the claims provided below, and consider the following remarks.

This paper includes (each beginning on a separate sheet):

**Section I (Amendments to the Claims); and**  
**Section II (Remarks).**